



# **KC BizCare – Business Customer Service Center**



## **Six-Month Progress Report June 1 – November 30, 2009**

KC BizCare staff began serving customers in late May and opened the doors to the new office at 1118 Oak on June 1, 2009. A successful grand opening on June 18, 2009 was covered by various media sources. For new and existing businesses, KCBizCare provides information and assistance in complying with city, state and federal requirements for operating a business in Kansas City. The staff monitors the progress of customers through follow-up calls to make sure issues are resolved and referrals are appropriate. City Hall computers are available to allow customers to look up property and zoning information, and research business ideas.

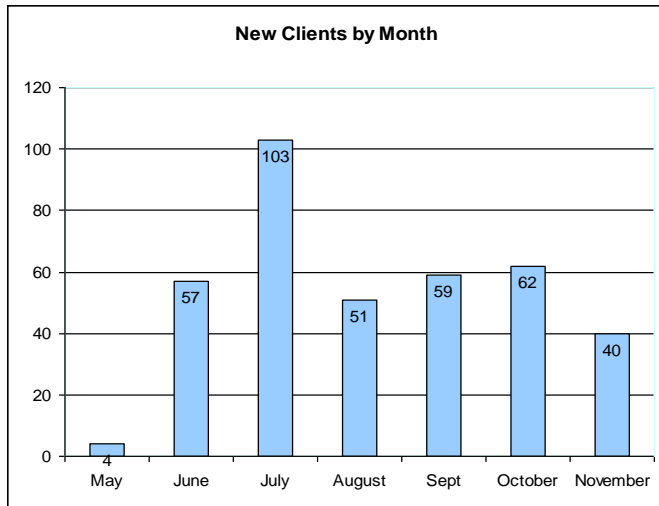
Our brand, KCBizCare, is enhancing the marketing of our services and those of all city departments involved in helping businesses grow and develop. We can't help entrepreneurs, however, if citizens and residents don't know that KCBizCare exists. To promote KCBizCare, staff is engaging in continuous marketing efforts through presentations to neighborhood groups and resource partner organizations, and through distribution of the Business Resource Guide. We also use social networking, and with the help of one of our interns, we utilize facebook and twitter to inform followers about our activities and post informative articles.

### **Steps forward:**

- Thanks to a generous donation from the Downtown Council, the Business Resource Guide received a second printing of 2000 copies.
- Working with City Communications, AR No. 1-25, the City's Social Media Policy, was developed allowing KCBizCare to use social networking sites, including LinkedIn, facebook and twitter.
  - On twitter, we are following 37 organizations; at the end of November, 35 were following us.
  - We posted 25 "tweets" in October and November.
  - On facebook we currently have 133 "fans."
  - On LinkedIn we have 12 professional contacts.
- We placed two interns in the KCBizCare Office, who will serve until December 31, 2009. They work on special projects and are learning about business licensing and regulations related to various business enterprises. We also placed a new Business Advocate in the office; Angelene Grady began service on December 7, 2009.

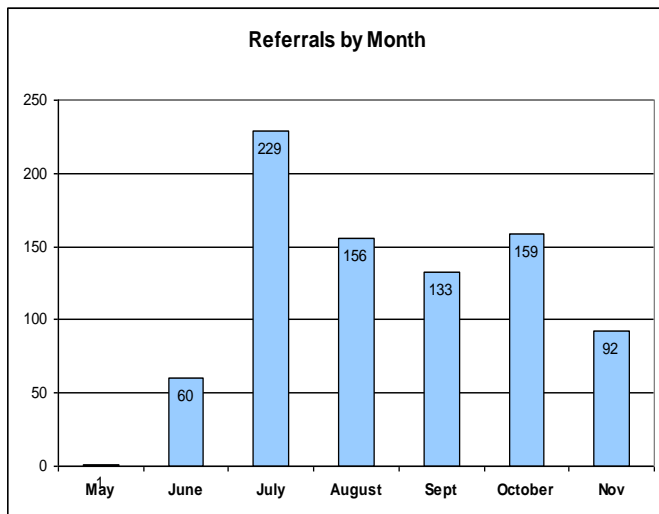
- KCBizCare is featured on KCATA buses in October/November 2009.
- Monthly reports are posted on our webpage. We also posted our first “success story” on our webpage.
- KCBizCare customers logged more than 59 hours in October for computer use; and 32 hours in November. The FastTrac class through the Kauffman Foundation refers students to KCBizCare to learn about the regulatory requirements needed to operate a business in Kansas City.
- From June 1 – November 30, 2009, staff made 68 resource partner/networking contacts. These include meetings with other city departments involved in business licensing and in the regulation of business. Staff is developing working relationships with other departments to help streamline the processes customers encounter. Contacts with community partners include meetings and presentations to the Downtown Council, the Economic Development Corporation, the Greater Kansas City Chamber of Commerce, the Asian Chamber of Commerce, the Southtown Council, the Clay County Economic Development Corporation, KC SourceLink, MainCor Development Corporation, the Kansas City Metropolitan Library, Enterprise Center of Johnson County and the 3<sup>rd</sup> District Neighborhood Council among others. New partnerships include:
  - Partnership meeting with UMKC, Institute for Human Development about the Serve 2 Learn program; we developed two special projects available to interested students.
  - Partnership meetings with the Kauffman Foundation about ways to collaborate and market services.
  - Official partnership with the National Hispanic Business Information Clearinghouse (Hispanic BIC) and the Hispanic Chamber of Commerce of Greater Kansas City.
  - Partnership meeting with U.S. SourceLink, and their Detroit delegation to demonstrate the use of Biz-Trakker, our web-based reporting and monitoring software program.
  - Meeting with U.S. Bank to determine local lending opportunities that may become available.
  - Meeting with the Kansas City Downtown Minority Development Corporation to discuss collaborative efforts to support businesses.
  - Presentation to the 3<sup>rd</sup> District City Neighborhood Council.

## Performance measures:



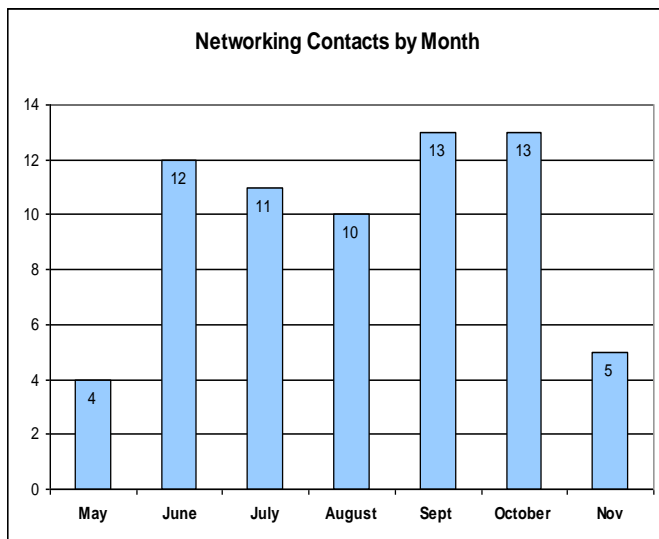
### New Clients

Initial contacts with customers may be through networking and outreach events, by walk-ins to the KCBizCare office, by phone, email or voice mail. All walk-in customers are served immediately; all phone, voice and email inquiries are served within four hours. KC BizCare staff currently has more than 375 active clients.



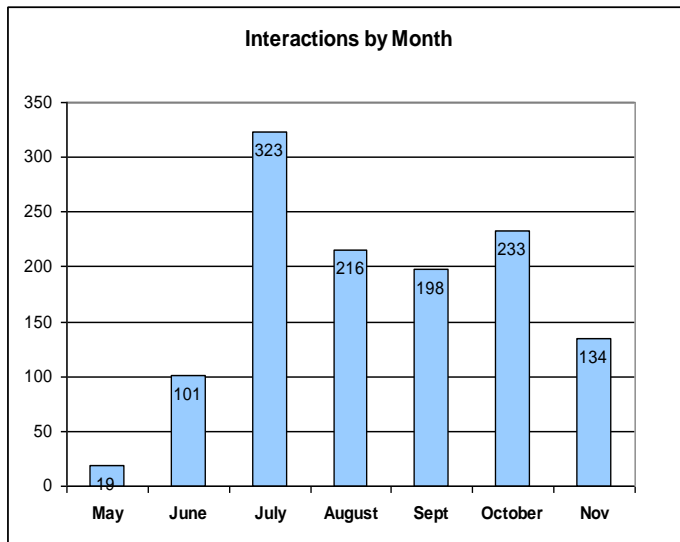
### Referrals

Depending upon customers' needs, referrals are made to city, state and federal departments and agencies as well as to resource partners in the community. Some customers will need multiple referrals, and others will call in with additional requests for service.



### Networking

Networking contacts include meetings with city departments, outside agencies, resource partners, and special events. The goal is to achieve at least five networking contacts per month to market KCBizCare services.



### Interactions

Interactions can be phone calls, emails to customers, meetings, walk-ins, follow-up calls and meetings, and resource partner meetings. We track these interactions by month, by customer, and by staff member. The majority of our time is spent on phone calls, emails and meetings with customers.

### **Identify streamlining initiatives from recommendations of City departments, resource partners and customers.**

Result: KC BizCare staff created flowcharts and matrixes that represent various City regulatory processes. Staff created a flowchart showing the processes involved in opening a restaurant serving alcohol, and the points of contact between the client and the Finance Department, City Planning, Health, Regulated Industries, the Fire Marshall, and Neighborhood and Community Services; staff also created a flowchart showing the processes involved in opening a restaurant not serving alcohol, the process involved in starting a push-cart food vending business. Staff created a flowchart of the processes involved in becoming certified to bid on weatherization contracts. These flowcharts and matrixes show the relationships and point of contact that businesses engage in as they navigate the regulations of City departments. This allows KC BizCare staff to coordinate communications across departments to better service customers.

## **KC BizCare Fy2010-11 Goals**

At KC BizCare, our number one priority is to ensure that Kansas City, Missouri is the best city in the region to establish and grow a successful business. To achieve this mission, we have adopted the following goals:

1. **Develop and implement a Customer Service Plan** in KCBizCare and work with City departments, agencies and stakeholders to implement citywide.
2. **Facilitate the Development Process Roundtable** and work with City departments, agencies and stakeholders to ensure that we continue to innovate the needs of our customers into the City's business practices.
3. Continue efforts to **streamline the business regulatory process** by working collaboratively with the Mayor and City Council, Finance, Regulated Industries, Health, Fire, City Planning, Human Relations, Information Technology, City Communications, 311 Action Center, EDC and other economic development agencies, State and County offices, private sector business and neighborhood partners and others.